

BEAR Hair Ltd

Supporting Planning Statement

Application for a Lawful Development Certificate (Proposed Use)

Perthigwynion Farm

Applicant: Dr Iestyn Cerith Llewelyn Davies

Date: August 2026

1. Introduction

This Planning Statement has been prepared in support of an application for a Lawful Development Certificate to confirm that the proposed operation of a home-based telemedicine business from Perthigwynion Farm does not constitute a material change of use requiring planning permission.

The proposal relates solely to the use of an existing room within the dwelling as a home office from which professional and administrative activities will be undertaken. No alterations to the existing building are proposed and the property will remain in its primary use as a private dwellinghouse (Use Class C3).

At the time of this application, the proposed business has not commenced operation from the property. This application therefore relates to a proposed use only.

The proposed business, BEAR Hair Ltd, is a doctor-led telemedicine service providing assessment, patient education and ongoing management for adults experiencing androgenetic alopecia (male pattern hair loss). Advances in secure digital communication now enable appropriate healthcare services to be delivered remotely, allowing patients to access specialist care from their own homes without the need to attend a clinic.

The purpose of this application is to obtain formal confirmation that the proposed home working arrangement does not require planning permission.

2. Description of the Proposed Business

BEAR Hair Ltd is a doctor-led telemedicine service providing remote assessment, patient education and ongoing management for adults experiencing androgenetic alopecia.

Patients will access the service remotely through a secure online platform, with consultations undertaken using online questionnaires, telephone consultations and video consultations where clinically appropriate.

No members of the public will attend the property for consultations, treatment or the collection of medication. Where treatment is prescribed, prescriptions will be transmitted electronically to an independent registered pharmacy responsible for dispensing and delivering medicines directly to patients.

The property will therefore function solely as an administrative and professional workspace from which remote clinical decision-making is undertaken.

3. Operation of the Service

The proposed business activities comprise professional home working undertaken using secure digital communication technologies.

Activities undertaken at the property will include reviewing online consultation questionnaires, conducting telephone and secure video consultations, maintaining clinical records, preparing prescriptions for transmission to an independent registered pharmacy, communicating with patients by telephone

and email, undertaking administrative duties and business management, and completing continuing professional development.

No face-to-face patient consultations, clinical examinations or medical procedures will take place at the property. Patients will not visit the premises, and no medicines will be stored, dispensed or collected from the dwelling. No retail sales will take place, and no staff will be employed at the property. The business will be operated solely by the applicant from an existing room within the dwelling, with no alterations made to accommodate the proposed use. The operating hours will fall between 0900 and 1700 Monday to Friday. The primary consultation process consists of an online consultation questionnaire submitted for clinician review and therefore does not involve a scheduled appointment of a fixed duration. Where further information is required, a remote telephone or video consultation may be arranged. Such consultations are anticipated typically to last approximately 10–20 minutes and will take place remotely during the operating hours stated above. No patients will visit the premises. Dr Iestyn Davies the registered manager and resident at the address is the only member of staff. No other staff will attend the premises.

4. Impact on the Property and Surrounding Area

The proposal will not alter the residential character of the property.

No external building works, extensions or structural alterations are proposed, and no external signage or advertisements will be displayed. The proposal relates solely to the use of an existing room within the dwelling as a home office. The total floor area of the dwelling is approximately 625.38 m², based on the combined ground and first-floor area. The proposed home office has an approximate floor area of 17.8 m², representing approximately 2.85% of the total floor area of the dwelling. The remaining approximately 97.15% of the dwelling will continue to be used for normal residential purposes. The proposed office comprises one existing room within the dwelling. No physical alterations are required to facilitate its use as a home office. The stated floor areas are approximate measurements provided to demonstrate the limited scale of the proposed business use within the dwelling, this is marked in the attached historic attachment as “Master Bedroom”, which is located on the ground floor of the property.

The BEAR Hair website is currently under development and has not yet been launched. I have attached an extract/mock-up of the website in its current proposed format for reference. The website does not currently contain the specific wording “online consultations only”. This is because the service has been designed entirely as an online telemedicine service and there is no facility within the website or proposed service model for patients to book or attend face-to-face appointments. The online nature of the service is also explained within the website documentation, including the Privacy Policy]. I would be

happy for this limitation to be expressly recorded as part of the information supporting the application.

As all consultations will be undertaken remotely, no patients or members of the public will attend the property. Consequently, no additional customer parking will be required, and no material increase in vehicle movements is anticipated.

The proposal is not expected to generate any increase in noise, disturbance or activity beyond that ordinarily associated with residential occupation and subsequently adverse effect on neighbours is not anticipated.

No medicines will be stored or dispensed from the property, and there will be no commercial deliveries beyond those normally associated with residential use.

No medical procedures will be carried out, with no clinical waste generated. No storage of medical equipment beyond normal office equipment will be used on the premises.

The business will occupy only a small part of the dwelling and will remain clearly ancillary to its continued use as a private residence.

5. Planning Justification

This application seeks confirmation that the proposed use does not amount to a material change of use requiring planning permission.

The proposed business represents professional home working that is incidental and ancillary to the continued residential occupation of the dwelling. It is recognised that home working does not automatically constitute a material change of use, with the principal planning consideration being whether the character of the dwelling as a private residence is materially altered.

In this case, the dwelling will remain occupied as the applicant's home, with only a single room used for professional activities. No patients or members of the public will attend the premises, no medicines will be stored or dispensed from the property, no additional staff will work from the dwelling, and no external alterations or signage are proposed.

The proposal will not result in any material increase in traffic, parking demand, noise or disturbance, and the residential amenity of neighbouring properties will remain unaffected.

The proposed activities are administrative and professional in nature and are undertaken entirely through secure digital communication technologies. They are considered comparable to many other forms of modern home working and do not alter the primary residential function of the dwelling.

It is therefore considered that the proposal remains ancillary to the existing residential use and that the property will continue to fall within Use Class C3 (Dwellinghouses).

6. Conclusion

This application seeks confirmation that the proposed operation of BEAR Hair Ltd from Perthigwynion Farm is lawful without the need for planning permission.

The proposal involves the use of part of an existing dwelling as a home office from which a doctor-led telemedicine service will be provided remotely. The dwelling will remain in its primary residential use as a private dwellinghouse (Use Class C3), with the business use remaining clearly ancillary to that use.

No external alterations are proposed, no patients will attend the property, no medicines will be stored or dispensed from the premises, and no additional staff will be employed. The proposal will not result in a material increase in traffic, parking demand, noise or disturbance, and the character and appearance of the property will remain unchanged.

This application is supported by the accompanying location plan and plans submitted through the Planning Portal identifying the application property.

For these reasons, it is respectfully considered that the proposal does not constitute a material change of use requiring planning permission. It is therefore requested that a Lawful Development Certificate be granted confirming the lawful planning status of the proposed home-based telemedicine business.

